

Publicity and Promotion

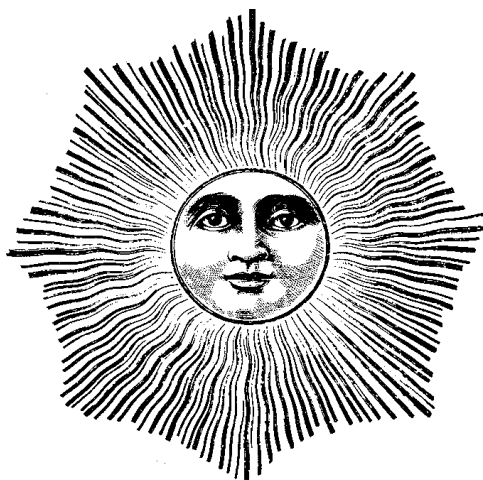
Sample Press Releases

Think the library is only a place you go to study? Think again!

The (your library's name) will help you **Book Your Summer** with hot reads, cool activities, good eats, and nifty prizes! Youth ages 12 through 18 are invited to participate in the teen summer reading program from (beginning date) to (ending date). Visit us at the library to sign up, or call for more information, (your library's phone number). We're only promising you a summer of fun!

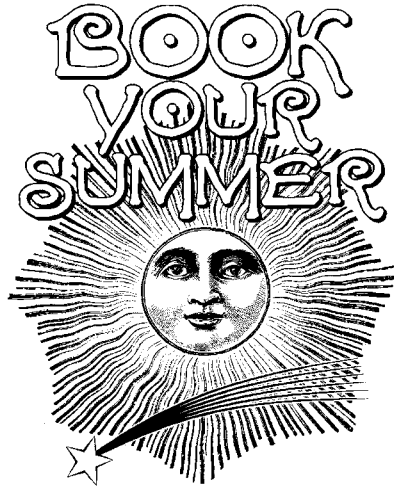
Area teens! **Book Your Summer!** The (your library's name) will provide the opportunity for teens to read, meet other teens and win prizes! Contact us at (your library's phone number) for more details. Come on! **Book Your Summer** at (your library's name)!

Are you between the ages of 12 and 18? Trying to think of some ways to beat the heat this summer? Get out of the sun and into one of the coolest places in town. **Book Your Summer** at the (your library's name)! Relax with some cool books and zines, hang with your friends, and win some neat prizes! Come by the library or call us at (your library's phone number) to find out how you can **Book Your Summer!**



Sample Flyer

Yourtown Youth Ages 12-18!!!



The Yourtown Library Teen Summer Reading Program

Read books & zines!
Win prizes!
Beat the heat!
Need we say more?

Check us out....

Yourtown Public Library
555-READ
<http://www.yourtown.library.org>

Sample School Letter

(on library letterhead or "Book Your Summer" letterhead)

Date

Inside Address

Dear _____

We hope that every student at (name of school) will be able to "Book Your Summer" at the (name of library) and we need your help in achieving our goal.

There are a number of different ways that you can help us and your students be a part of the summer reading program. You can choose one or more options!

1. We would like to publicize our program by speaking briefly with the teens in your school. Our presentation lasts approximately _____minutes and we can present it in either large auditorium groups or in individual classrooms.
2. We would like to distribute flyers to the teens in your school. We can distribute them either in mass quantities, or in smaller amounts through the school library.
3. We would like to publicize the program to teachers in regular and summer school sessions.
4. We would like to publicize the program through the school newspaper or end-of school flyers.
5. We would be willing to publicize the program at your school in another manner, if none of these options will work for you.

If you can help, please contact (name of library contact person) at the (name of library) at (phone number) for more information, or to schedule a visit.

Thank you in advance for helping your students and us "Book Your Summer."

Sincerely,